WAMH Records

Alumni Advisory Board

1989-1992

Box 2 Folder 9

WAMH • 89.3 FM
Amherst College Radio
Box 1815 • Amherst College • Amherst, MA 01002 • (413) 542-2224

WAMH Advisory Board Inaugural Meeting Schedule
- Saturday, April 15, 1989 -

		Location
Friday, April 14th		
5:00 p.m.-6:45 p.m.	Dinner available	Contact Tim Rowe
Saturday, April 15th		
7:15 a.m.-9:30 a.m.	Breakfast available	Valentine Hall
11:00 a.m.	Optional tour of new campus facilities. (The Campus Center and the New Gym)	Meet at WAMH
12:00 - 1:15 p.m.	Lunch with station management and College officials.	Valentine Hall "G" Room
1:30 p.m.	Review of station facilities and equipment.	WAMH
2:00 p.m. - 3:15 p.m.	Presentations by members of the WAMH Executive Board on: - Programming - Management - Finances - Philosophy - Sports and News Programming	Porter Lounge
3:30 p.m. - 5:00 p.m.	Round-table discussion of the above. We are looking for both advice and new ideas.	Porter Lounge
5:00 p.m. - 6:00 p.m.	Meeting with Kent Faerber, Secretary for Alumni Relations and Development, regarding the structure of the Advisory Board and the College's role in supporting it.	WAMH
6:00 p.m.	Cocktails and Dinner at President Peter Pouncey's.	President's Residence
Sunday, April 16th		
9:00 a.m. - 10:00 a.m.	Breakfast available	Valentine Hall

NOTE: Participants are asked to meet at WAMH in Pratt Dormitory at 11:00 a.m., if you wish to go on a tour, or before 12:00 Noon, at which point we will walk together over to Valentine. If you arrive late, we will be in the "G" Room in Valentine for lunch.

If you arrive early, please contact Tim Rowe, at (413) 542-2993, or Chip Galaty at (413) 542-3051 and we will arrange to meet you when you come in.

WAMH • 89.3 FM

Participants in the Advisory Board Inaugural Meeting

- Saturday, April 15, 1989 -

Inaugural Board Members: (as of 4/4/89)

Robert Carson '66	Owner/President Carson Radio Services
Claude Erbson '59	Vice President/Director of International Associated Press
Robert Leeder '61	Director, Central Time Zone CBS Radio Affiliate Relations
Ed Perry '63 with Father Frank Perry '29	Owner/President WATD Radio
Thomas "TR" Rounds '58	President/CEO Radio Express
Paul Steinle '61 with spouse Sara Brown	President/CEO United Press International

Amherst College

Peter Pouncey	President of the College
Gerald Mager	Secretary of the Board of Trustees, Registrar, WAMH Liaison to the Trustees
Kent Faerber '63	Secretary for Alumni Relations and Development
William Vickery '57	Secretary for Development
Irwin Nussbaum	Director of the Campus Center, Assistant Dean of Students

WAMH Radio

General Managers, Emeritus	Brian Jacobson '89 Timothy Rowe '89
Program Directors, Emeritus	Jon Klein '89 Dennis FitzGerald '90
Business Manager, Emeritus	Raphael Russo '89
News Director, Emeritus	Drew Tagliabue '91
Public Service Czar, Emeritus	Kurt Schmidt '90
General Manager	Richard "Chip" Galaty '90
Program Director	Andrew Hicks '90
Music Directors	Matthew Gold '91 Stefan Kuzminski '91
Publicity Director	Jennifer Riggs '90
Chief Announcer	David Lapides '91
News Director	Stephen Kampmeier '90
Sports Directors	Matthew Morchower '90 Eric Jaffe '90
Production God	Michael Berry '91
Business Manager	Michael Avitzur '90
Minority Media Project Coord.	Matthew Jackson '90
Public Service Czar	Steven Bennett '91
Chief Engineer	Nathan Joblin '91
Staff Representative	Jennifer Jang '91

From: IN%"ChipGalaty@aol.com" 5-NOV-1995 16:11:21.08
To: IN%"sdmacmillan@amherst.edu"
CC:
Subj: WAMH Alumni Advisory Board

Return-path: <ChipGalaty@aol.com>
Received: from emout06.mail.aol.com by amherst.edu (PMDF V5.0-5 #8854)
id <01HXAGFWQTLC90ODK5@amherst.edu> for sdmacmillan@amherst.edu; Sun,
05 Nov 1995 16:11:14 -0500 (EST)
Received: by emout06.mail.aol.com (8.6.12/8.6.12)
id QAA24635 for sdmacmillan@amherst.edu; Sun, 05 Nov 1995 16:11:12 -0500
Date: Sun, 05 Nov 1995 16:11:12 -0500
From: ChipGalaty@aol.com
Subject: WAMH Alumni Advisory Board
To: sdmacmillan@amherst.edu
Message-id: <951105161111_13489676@emout06.mail.aol.com>
Content-transfer-encoding: 7BIT

Hey, Scott!

Thanks for the update on WAMH affairs...! It sounds like things are still in relatively good shape, and it's encouraging to see how motivated you are to improve the station even further. I got warm fuzzies all over just reading your letter.

As you may or may not know, I was elected General Manager in January, 1989. At the time, I had just finished a year as MD, and I knew how many things needed to be changed at the station. Andy Hicks, the Program Director, and I basically made it our full-time jobs (40 hours a week) that year to return WAMH to functionality.

During the course of the turnaround, I came to realize how much I enjoy managing and organizing a business enterprise. As a result, I joined a management training program at Norwest Bank in Minneapolis to develop financial skills and business sense; then, I returned to The Amos Tuck School of Business at Dartmouth for my MBA; and now, I'm managing the Mammography product line for a Denver x-ray manufacturer. I still remember my days at WAMH as the foundation of my career path, and am excited to become

re-involved in anyway possible (although I don't have deep pockets yet...).

With the formalities aside, then, let me give you a few preliminary thoughts based on the content of your letter:

1) The "older" alumni always thought we should look into the possibility of renting out space on the tower. Since the transmitter is located on one of the highest points in the valley, they thought that a cellular phone company might be willing to lease the space for a monthly fee. (By the way, what underwriting do you already receive?)

2) Beware of the Alumni Development Office's motives. While they repeatedly claimed that they would help us do some alumni fundraising, it gradually became apparent that they thought any money we raised would mean less money for their office. So, deep-down, the Alumni Office really had no intention of helping us tap the alumni for funds.

3) I assume you're still using the "antique" mixing board in MCR. If you're able to scrape up the cash for a new board, you should probably consider installing it in MCR and moving the old board into C-Studio. (Incidentally, it's great that you guys are finally using C-Studio as a performance space!!!)

4) Someone once suggested that the News Department might be a bit more fun if we were to secure "alternative news" (e.g., Tass News Agency or the Iraqui newssource). Tim Rowe also thought it might be interesting to get a professor or two to come in each week to debate current events with the News staff...

5) I used to publish a monthly newsletter ("Airwaves") for the whole staff to keep them informed of E-Board decisions, schedule changes, etc. This was especially helpful as the staff grew beyond 200 people... (how many DJs do you have these days?)

6) Although you wouldn't expect anyone to have seen that article on the Pioneer Valley in Request, my brother who goes to St. Olaf College in Northfield, MN, actually cut it out for me a few weeks before I got your letter...! It was great to see "WAHM" (sic) in print.

Well, that's all for now! I'm really glad that you dropped me a line,

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https://archive.org/details/alumniadvisorybo00unse

Scott. Please e-mail me back when you have the time, or feel free to give me
a call at (303) 322-8286. I miss WAMH dearly and take both pleasure and pride in hearing that things are still going strong. In the meantime, keep up the good work and let me know what more I can do to help! And please feel
free to pass along this message to any other interested E-Board members...

--CHIP

P.S. I'm sure that Andy Hicks would love to be added to the mailing list. As of last spring, his address was: 512 West 112th Street, Apt. 6E, New York, NY 10025.

P.P.S. Have you guys made any new t-shirts, bumper stickers, posters, etc. in the last three years? I'd love to get some WAMH goodies, and I'd be happy to pay the going rates. Just send me some stuff and let me know what I
owe...

AMHERST COLLEGE
AMHERST • MASSACHUSETTS • 01002

Public Affairs Office
Telephone: 413-542-2321

July 20, 1989

Chip Galaty
4366 Chevy Chase Drive
La Canada, Ca 91011

Dear Chip:

As requested, I enclose copies of the Amherst Parents' Letter, albeit encased in the summer edition of the Amherst magazine. We have come up short on the loose inserts.

I'm very pleased that you liked Chris's piece on WAMH. Let us know what you are up to at the station in the coming year.

With best wishes,

Terry Y. Allen
Associate Secretary
for Public Affairs

AMHERST PARENTS' LETTER

Summer 1989 Vol. 14, No. 4

WAMH comes into its prime

Chip Galaty '90 and Andy Hicks '90

GROWING UP, Andy Hicks '90 was fascinated by radio. "As a kid," he recalls, "I looked up to radio personalities because they always seemed to be so knowledgeable about the music, and they had these deep, mellow voices." When he came to Amherst, Hicks fulfilled his dream of "becoming the mythical deejay" when he joined the staff of WAMH, the campus radio station. While he has not quite mastered the mythical deejay's velvety baritone, Hicks does believe that he has become more knowledgeable — not only about the music he plays but also about the mechanics of running a radio station.

Now the programming director at WAMH, Hicks began his radio career as a freshman announcer on his own Sunday morning swing show. "When I first came here, I didn't know the first thing about swing," Hicks says. But as with most Amherst activities, no prior experience was necessary, and Hicks learned about his new specialty as he went along. Entitled "Danceable Fossils," his show gradually expanded to include everything from sentimental Benny Goodman dance standards to sinuous Charlie Parker solos.

Though he gave up his swing show this year, Hicks cannot sever his ties with the broadcasting booth: in addition to his administrative duties, he hosts a Friday night show of new music with friend David Baker '89. "I don't think I could ever do radio without being on the air part of the time," Hicks remarks.

Like Hicks, General Manager Chip Galaty '90 got his start at WAMH as a novice with little training behind him. "It was easy to get a show my freshman year," he remembers. "You'd have five minutes to tour the studio, five minutes to take a test, and then you'd be put on the air." In those days, WAMH more closely approximated the typical college radio station: chaotic programming, a sink-or-swim training philosophy, dilapidated equipment, and a disorganized record catalogue. But under the direction of Galaty and his predecessor Tim Rowe '89, the station has assumed a professionalism that belies its humble college origins.

The revamping project entailed cosmetic changes, such as a fresh coat of paint and new furniture for the studio offices, as well as technological improvements, including a CD player and

a computer to organize the station's record library.

Moreover, the crash-training program that introduced Hicks and Galaty to college radio is a distant memory. Now, beginners spend an entire semester learning their newfound craft. After training sessions that span five weeks, they spend three weeks as an intern on an established show before taking an examination to certify their readiness to conquer the airwaves. Once over these hurdles, fledgling deejays can expect to be assigned to a late night "graveyard shift" before earning a more popular time-slot.

Before moving to his present Wednesday afternoon slot, Deejay Mike Elliott '92 started out doing a 4 to 6 A.M. show that left him admittedly bleary-eyed for the day's classes. However, deejaying was a sort of early-morning stimulant in itself, Elliott says. "One time I had a Russian test on the morning of my show. I was afraid that I wouldn't do very well, but I had so much nervous energy left over from the show that I aced it."

Elliott particularly enjoys the wide latitude of his show's "new music" format, taking out completely unfamiliar albums and giving them air-time. "It's a lot of fun to experiment," he says. It's that kind randomness that make people tune into WAMH."

Hicks agrees: "It's a real thrill to introduce all of this new, underappreciated music to the Pioneer Valley." In carving a broadcasting niche for itself as an introducer of "progressive" music, WAMH has instituted a requirement that deejays devote half of their playlists to current releases on "prime time" shows and one-third in other time-slots.

The new-music requirement has traditionally met resistance from some deejays insistent on nostalgically drawing from a "classic rock" repertoire. It is part of Hicks' job as "benevolent gadfly" to ensure that all deejays are striking the right balance between old and new. "The new music requirement is essential to WAMH's purpose," Hicks notes. "We're trying to introduce bands that don't get airplay on commercial stations." His efforts have paid off. *College Music Journal,* a trade paper that charts new music trends, places extra weight on WAMH's playlists in compiling its ratings.

But new music is far from WAMH's sole offering. A glance at the station's program guide reveals an eclectic assortment of specialties from Broadway show tunes to Puccini arias to songs sung exclusively by female vocalists.

Many shows simultaneously fulfill the new-music requirement and spotlight a particular genre or theme. In addition to working as a staff liaison between deejays and the station's executive board, Jennifer Jang '91 hosts a show entitled "West Coast Attitude" with fellow Californians Anna Leung '89 and Karen Mah '89 and Arizonan Steve Bennett '91. "It's not so much West Coast music as it is music that has a laid-back West Coast feel," she says of the show's playlist. True to the spirit of her program, she describes deejaying as "fun and relaxing. . . . It's a great feeling when you're speaking into the microphone to realize that you're reaching so many people."

Part of WAMH's air-time is also reserved for programming under the Minority Media Project. Formed in 1978, the Project was designed to inject underrepresented "minority" programming into WAMH's musical range, which until that time had comprised rock music by predominantly white artists. The Project represents black and Hispanic musicians across a broad spectrum of genres, including jazz, blues, reggae, Latin salsa, and gospel.

In addition to his duties as Minority Media Project director, Matt Jackson '91E hosts a Monday night jazz show that spotlights new fusion artists alongside old masters like Ellington and Basie. Having worked in a record store and been exposed to its embarrassment of musical riches, Jackson appreciates WAMH's extensive record library and access to new releases. He also enjoys educating jazz novices. Often, people recognize tunes that they had not previously associated with jazz. "When listeners call up and ask me about a song, I try to give them as much information as I can," Jackson says. "Later on they might hear something else by the musician and recognize the name or the sound."

Not only has the station diversified its musical programming, it has also ventured into news and sports. Reading reports assembled from newspapers, deejays deliver capsule news summaries from 6 A.M. to midnight, on the hour. And Sunday night features a sports talk show that addresses everything from the performance of Amherst intramural basketball teams to the quality of Red Sox pitching. Especially sports-minded listeners can call in to answer questions on the "Avanti Sports Quiz." The top weekly scorer wins a large Avanti pizza.

Aside from its broadened programming, WAMH has also branched out into moneymaking ventures. Under a plan conceived by Rowe, the station has established a deejaying service for campus parties. As opposed to local commercial music companies, Galaty says, "WAMH has a larger library and charges less." Since the service debuted in December, it has netted the station $1,500.

All of WAMH's recent restructuring has been undertaken with little professional guidance. As Galaty points out, "We're all volunteers who are down here because we enjoy what we're doing — just as in any other campus organization." Galaty's tenure as general manager has exposed him to such intricacies as compliance with FCC regulations and the maintenance of the station's broadcasting tower.

This spring, Galaty received some extra guidance in the form of a new alumni advisory board composed of Amherst grads who parlayed their WAMH experience into careers in the communications field. The board will convene with WAMH management once a year to discuss ways of improving the station. It has already come a long way from the time when its call-letters were "WAMF" and it operated in the basement of the now-defunct Walker Hall. "Some of the board members were telling us that when they were here in the sixties they had barely 15 people involved in the station, and now we have 200," Galaty marvels.

Beyond his many administrative duties, Galaty continues to revel in musical discoveries: "I still love walking into the office when I'm stressed-out and reviewing a record, hearing completely new sounds. That's what college radio is all about." (CM) □

Mike Zimmerman '89

Amherst struggles with its drinking problem

"DRY WEEK" will doubtless live long in the collective memory of Amherst students. Without warning, the Administration and the student Board of Governors banned alcoholic beverages at all campuswide parties for the period March 8-11.

The immediate result, according to BOG President Mike Zimmerman '89, was "minimal attendance at all-campus parties that week. But there were plenty of private parties." There was also, he said, widespread outrage over the surprise ban.

On Sunday evening, March 12, the Administration and the BOG sponsored an open campus forum in Johnson Chapel to discuss alcohol on campus. About 500 students showed up.

Zimmerman opened the meeting by recapitulating a series of recent alcohol-related incidents on campus: $700 in dormitory damage, a shattered auto windshield, a spate of medical emergencies that required attention at the UMass Infirmary and Cooley Dickinson Hospital.

While acknowledging that the "shock tactic" of banning alcohol had annoyed and distressed many members of the campus community, Zimmerman reminded students that during the academic year they had been warned often of the seriousness of the problem in the form of campuswide mailings, articles in *The Student* (18 articles in 11 issues), and dormitory discussions about the responsible use of alcohol.

He noted that improvements in the alcohol monitoring system, instituted in February, as well as an outright ban on beer kegs in freshman dorms, had not apparently resulted in fewer incidents. A minority of Amherst students was consistently jeopardizing the right of others to enjoy alcohol at college functions, he said.

Zimmerman challenged students to become involved as individuals in promoting more responsible use of alcohol. He suggested that it is everyone's business to prevent a drunken party goer from smashing a window or harassing a server behind the tap. Students should also, he said, prevent others from driv-

ing home alone if they are in a condition that might endanger themselves or others.

President Peter R. Pouncey, in his remarks, alluded to just such a tragic and fatal incident that occurred last year, when one Mount Holyoke student inadvertently ran over another while driving home from a bar. Pouncey said, "Drunkenness has nothing to do with social life. Beer may have something to do with it [but] drunkenness is just plain anti-social."

After non-students left, the floor was opened to proposals for improving the existing alcohol policy. According to *The Student,* there was discussion of the party contract system, under which an individual student must assume legal responsibility for damages that occur at an official college party.

At the end of the brainstorming session, which lasted for nearly two hours, an ad hoc Social Life Advisory Committee, open to all students, was formed. The Committee, which met several times in the spring semester, will continue its deliberations into the fall and report to the Board of Governors on the current monitoring system; on alcohol awareness and education on campus; on possible modification of the demes; and on creating more alternatives to "alcoholic" events.

In April, the College Council, which is charged with monitoring and recommending changes in the College's student alcohol policy, wrote to all students with news that the alcohol policy has been amended to 1.) ban hard liquor at public parties (two of the most serious alcohol-related incidents resulting in hospitalization involved consumption of mixed drinks at public parties) and 2.) levy a fine of $100 per violation for kegs found in freshman and mixed dorms.

Zimmerman later told *The Parents' Letter* that he became alarmed about the dangers of alcohol abuse on campus when he signed his first party contract in the fall. The contract restates Massachusetts law governing the serving and sale of alcoholic beverages. It holds the host liable for serving under-aged or inebriated persons, or for serving alcohol after 1 a.m. The college holds the student sponsor liable for enforcing all standards and procedures.

After reading the contract, Zimmerman said, "I realized that the burden was on me — the student. The party turned out to be huge — lots of kegs, lots of people. There were a few students from outside Amherst and a few under-aged kids. I was so worried about liability that I was stone sober the whole time."

His sobering realization led Zimmerman to initiate an alcohol education campaign and to seek improvements in the monitoring system. As of February, I.D. checkers were hired by the student government association and not, as previously, by the house giving the party. Also during the winter months, the demes passed by-laws that required party-goers to show I.D.s and that prohibited the mention of alcohol on posters advertising parties. In addition, advertisements for the events were now required to include a warning against drinking and driving.

Despite these initiatives, the number of alcohol-related incidents was not declining.

At their February 25 meeting, said Zimmerman, the Trustees were "fully supportive" of the attention-getting temporary ban on alcohol.

And temporary is the word. "The Administration does not want to ban alcohol if that can be avoided," said Zimmerman. "That would put drinking behind closed doors where it cannot be controlled at all." Dean Ben Lieber states it this way: "Going dry would address the problem of liability without addressing the problem of abuse."

All observers agree that Amherst's problem is not unique. Colleges and universities around the country are grappling with alcohol abuse and liability issues.

Zimmerman said that many of the country's newly dry campuses are large universities, where the probability of serious alcohol-related accidents is higher than at small colleges. Students should come to appreciate Amherst's flexibility before the Administration is forced to declare the campus dry, Zimmerman said.

"The law now holds hosts heavily responsible for anyone who walks through the door. Individual students have got to say to their friends who punch out windows: 'You can't do this to us; you can't jeopardize our social life.'

"If someday there *is* a fatality," he concluded, "if an Amherst student walks in front of a car, people will say, 'Why did we let this happen?' I hope it doesn't take that kind of tragedy to bring people around." (TA) □

Copy for this issue of the Parents' Letter was written by Christopher R. Miller '90 and Terry Y. Allen of the Public Affairs Office.

Photos by Frank Ward.

UPI

UNITED PRESS INTERNATIONAL

Paul Steinle 10/05

Dear Chip

Looks like the yea is off to a good start.

Keep me posted.

Paul

1400 I STREET, N.W., WASHINGTON, D.C. 20005

WAMH • 89.3 FM
Amherst College Radio

Box 1815 • Amherst College • Amherst, MA 01002 • (413) 542-2224

Alumni Advisory Board Inaugural Meeting
- Saturday, April 15, 1989 -

Preliminary Schedule

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5:00 p.m.-6:45 p.m.	Dinner available

Saturday, April 15th

7:15 a.m.-9:30 a.m.	Breakfast available
11:00 a.m.	Optional tour of new campus facilities. (The Campus Center and the New Gym)
12:00 - 1:15 p.m.	Lunch with station leaders and College officials.
1:30 p.m.	Review of station facilities and equipment
2:00 p.m. - 3:15 p.m.	~~Relatively informal~~ presentations by members of the WAMH Executive Board on: - Programming - Management - Finances - Philosophy
3:30 p.m. - 5:00 p.m.	Round-table discussion of the above with an eye towards new ideas.
5:00 p.m. - 6:00 p.m.	Meeting with Kent Faerber, Secretary for Alumni Relations and Development, regarding the College's role in supporting the Alumni Advisory Board. (Optional)
6:00 p.m.	Cocktails and Dinner, either at Kent Faerber or Peter Pouncey's Residence.

Sunday, April 16th

9:00 a.m. - 10:00 a.m.	Breakfast available

Alumni Advisory Board Inaugural Meeting
Saturday, April 15, 1989

You have the option of coming down just for the day, arriving in the morning sometime before noon and returning in the evening, or you may come earlier and/or stay later, at your convenience.

We will make reservations for local accommodation for those nights which you wish to stay.

____ I will definitely be able to attend the meeting on April 15th, 1988.

____ My Spouse/Child/Guest _____ will accompany me.
(name)

____ I cannot confirm that I will be able to come, but I will know by _____.
(date)

TRANSPORTATION PLANS

If you come to Amherst by plane, we will arrange to pick you up and drop you off at the airport. It probably makes most sense to fly to Bradley Airport, in Hartford, CT, but if you would like to make other arrangements, that is not a problem for us.

____ I will be flying in to Bradley Airport (if other, specify _____)

Airline: _____ Flight No. _____ Date: _____ Time: _____

____ I will make my own arrangements to get to Amherst. I will arrive about on _____
(date)

at about _____.
(Time)

ROOMING NEEDS

____ Please reserve a room for me/us as follows:

____ Friday, April 14 ____ Saturday, April 15 ____ Other day (Please specify)

Preference: ____ Double ____ Twin

____ No reservations needed

Name: _____

Address at which to contact you if different from the one we used for this mailing:

Please complete and return to: WAMH Radio
Attn: Timothy Rowe
Box 1815, Amherst College
Amherst, MA 01002

Campus Conversation

Alumni Radio Days

The WAMH Alumni Advisory Board, which includes Roger Neuhoff '53, Thomas Rounds '58, Robert Leader '61, Paul Steinle '61 and Ed Perry '63, is scheduled to visit the campus next weekend. The premise of this first meeting, said General Manager Chip Galaty '90, is to "identify and address long-term goals of the station and develop the means for achieving these goals.... With over 200 students currently involved at WAMH, it's nice to see some attention being paid to the future of the station." This weekend's activities, organized by Galaty and former General Manager Tim Rowe '89, include an optional tour of new campus facilities, lunch with the station management and College administrators, a review of the station's facilities and equipment and an open discussion on various aspects of the station. "We've come a long way in the past few years in terms of programming and music," said Galaty, "but we're looking to expand into news and sports and other areas with the help of the alumni, and along with that expansion we'll need to continue to expand our production and engineering resources."

Pouncey Gets Big Break

A CBS News team, headed by producer Bob Mayer, interviewed President Peter Pouncey for two-and-a-half hours last Wedensday for a news segment on higher education to be aired on the "CBS Sunday Evening News" April 16th, at 6 p.m. The segment is one of a three-part piece on what Secretary of Public Affairs Doug Wilson termed "the value of higher education today." According to Pouncey, they will be using approximately 15 seconds of his interview on the air. Besides interviewing Pouncey, the camera crew took shots of the Computer Center, the library and the Freshman Quad during class changes.

Although Wilson said Pouncey was suggested to CBS as an interview subject because of his wit, Pouncey claimed Mayer was "misguidedly given my name by a mutual acquaintance."

Table For 200, Please?

This weekend, the campus will host already accepted prefreshmen, according to Assistant Dean of Admissions Allison Marsland. The Admissions Office expects 200 prefreshmen to visit Amherst on April 16 and 17. Prefreshman weekend starts officially on Saturday, with a special program for minority prefreshmen. This will consist of two panels discussing "Ethnicity at Amherst," one from a student perspective and the other focusing on academics.

All accepted students are invited to activities to be held on Sunday, which include a campus activities fair, a reception with President Pouncey and the *a cappella* groups and a dance at the Alumni House. On Monday, prefreshmen will "hopefully" attend classes and a lunchtime barbeque, said Marsland. She added that the Admissions Office is currently looking for students to house the prefreshmen because "Heck, they need to stay somewhere."

Although approximately 75 to 100 spots have already been found, the Admissions Office is "constantly soliciting students for housing. It's hard to find places for 200 people, but we're not squirming," said Marsland

Four National Fellowships Awarded

by ANA SALAS

Watson and Mellon fellowships were awarded to three Amherst students and an Amherst alumnus in the past month. Paul Ryer '89 and Heather Williams '89 were awarded Watson fellowships to study Carribean fishing and village life, respectively. Timothy Melley '85 and Kevin Platt '89 became Mellon Fellows in the Humanities. Mellon fellowships are aimed at developing teachers in the humanities for colleges and universities in the United States.

The Thomas J. Watson fellowships are awarded to seniors from among 54 participating small colleges, who display unusual promise in independent foreign research. The Watson foundation, created in honor of Thomas J. Watson, Sr., who was the founder of the International Business Machines Corporation, was established by his children in 1968. Williams and Ryer, both anthropology majors at Amherst, are among 75 seniors from a total of 187 finalists who were awarded the fellowship for 1989.

The fellowship grants single students a $13,000 stipend. Besides contacting the foundation regularly throughout the year, students are expected to submit quarterly progress reports, financial statements and a final evaluation. Forty-seven Amherst seniors have been selected by the Watson foundation since its creation 21 years ago.

According to the information pamphlet, the fellowships provide students with "time in which they might explore with thoroughness a particular interest, test their aspirations and abilities, and view their lives and American society in greater perspective." Integrity, intelligence, leadership and potential are qualifications stressed by the foundation. Although academic achievement and extracurricular activities are important, the student's proposed project is most important.

The entire selection process takes about six months. Approximately 40 interested students submitted their applications in mid-September. The Faculty Committee on Student Fellowships selected 15 students for interviews. Ryer stated that "this interview was certainly more demanding than the national interview." From this group, four of the most promising candidates were selected. National interviews were conducted in mid-December. Three months of waiting passed before students were informed of the foundation's decision on March 17.

Paul Ryer '89 was one of two Amherst students to receive a Watson Fellowship. He will use the grant to study Caribbean fishing. (photo by Ken Rudd)

During his year abroad, Ryer will be studying the "impact of technological change in various Caribbean fisheries, ranging from traditional small-scale subsistence economics to modern industrial and social systems." He is a little uncertain about his trip because he "doesn't know which communities will be most receptive." Although he might have to change plans and visit other communities, Ryer intends to visit Man O'War in the Bahamas; Gros Islet, St. Lucia; Georgetown, Guyana and possibly some others.

Ryer is especially interested in researching "whether the technological changes in these fisheries have made the work any easier." He intends to concentrate on "boat building techniques as they reflect ecological constraints, local tradition, available resources, or other factors." He feels, however, that "it may take a while to get the fishermen to accept him and take him on their boats, since they do not take kindly to strangers."

If he has "some worthwhile experiences," Ryer asserted that he plans to write a book concerning his research.

Williams wrote on the cover sheet of her application that she intends to "pursue a study of language and village life along the Caribbean coast of Cen-

continued on page 5

Faculty Approves Departmental Changes In Math, Asian Studies

continued from page 1

to encourage the development of mathematical maturity." The courses that will be covered on the computer science comprehensive examination have also been made more purely computer science-oriented.

When computer science was first introduced to the College there was faculty resistance to what were viewed as non-liberal arts courses. However, the decision to emphasize computer science within the math department has not been similarly opposed, according to McGeoch.

McGeoch said, "Computer science has matured and the program here has matured sufficiently such that it fits well in a liberal arts program. And that's why it's been accepted."

McGeoch cited the example of a brand new course, Computer Science 9: "It's not just about computer science, but how computer science fits into society. It's a different approach and that fits into Amherst as a liberal arts college."

Although Asian studies and Asian language and literature are merging instead of dividing, the change is similar to the math department reorganization.

The motivation for the change, according to Asian Studies Chair Ray Moore, is to eliminate irrationality. "We have a department for Asian language and literature with no major, and a major in Asian studies with no department." Combining the two will involve changing major requirements and eliminating overlap and confusion between the two," Moore said.

Although Asian studies has been taught at the College for many years, it was not until 1982 that a department was created. However, the majority of the courses remained interdisciplinary and the existing Asian studies program was left separate.

According to the Asian studies proposal, the decision to bring them together now is a result of an unexpected resignation in the Asian language and literature department, said Moore.

The recent resignation of Professor Takashi Otake left the department understaffed and brought to the surface concerns about rapid turnover within the department.

Combining the two Asian studies areas will have the effect of strengthening the department, said Moore. The department, as it now stands, has no authority to make decisions, even in areas that are clearly departmental business alone.

Department members also voiced concern about a limited budget and the improbability of possible expansions. The department hopes to make the new department of Asian languages and civilization more cohesive, and also to eliminate redundancies and confusion created by the division

Asian language and literature Professor Wako Tawa said, "There is confusion outside the department because people don't know that there is a difference."

Asian Languages and Literature Chair Professor Matthew Mizenko cited the changes in the major as the addition of a distributional requirement of three civilizations classes and a language requirement.

Mizenko explained that "one of the reasons behind the merger is to emphasize the importance of Asian languages in Asian studies."

The new requirements will be effective for any student declaring an Asian studies major in the future. However, Mizenko believed that the majority of Asian studies majors already meet these requirements voluntarily.

Mizenko said, "The merger will make it possible for Asian studies to have a stronger presence on campus. All of the energy will be focused into one organization."

In the proposal, the faculty of the Asian studies program expressed a similar hope that merging will allow the department to overcome the disadvantages of its small size, and to escape some of the bureaucracy which it currently faces.

"The Japanese always talk about rationalizing industry—make them work more logically, sensibly. I think that was the reason here," remarked Mizenko.

Dean Of Faculty Named

continued from page 1

that are most useful for us at this time.... I liked his background, he knows large as well as small [schools]. His scholarly interests are smack in the middle of ours."

The members of the search committee were: Sofield, Professor of Economics Hugh Aitken, Professor of Geology John Cheney, Assistant Professor of Anthropology Miriam Goheen and Associate Professor of Psychology Lisa Raskin. Sofield said that "after much deliberation the committee found that the right people emerged naturally from the pool. We were looking for people who were at once level-headed and imaginative. He had to be sensitive, someone whom all the departments could trust equally."

Rosbottom is a nationally recognized scholar of 18th century French literature, and was executive secretary for the American Society for 18th Century Studies for five years. He was the chairman for the Ohio University Committee on Student Attrition and Retribution (a disciplinary committee), and a member of the Special University of Ohio Committee on Undergraduate Curriculum Review. He has been the chair of the department of Romance languages at Ohio State for the past six years, holds a Bachelors Degree from Tulane and received in 1969 an M.A. and Ph.D. in French from Princeton University. He has also published two books on the French writers Marivaux and Choderlos de Laclos and is the author of several articles on French literature.

Rosbottom has been a full professor of French at Ohio State since 1978 and has been teaching French at the college level since 1965.

The list of 135 possible candidates was compiled from responses to advertisements placed in journals of higher education and a number of nominees by deans and presidents of various universities and colleges. This pool was cut by 100 after the search committee examined letters and resumes of the original pool. The remaining 35 were then asked for letters of recommendation, which narrowed the pool to 15. Several interviews, which took place around the country, finally resulted in four nominees, which were presented to Pouncey, who selected Rosbottom.

Of the original pool, the majority had responded to advertisements, as opposed to having been nominated by the deans or presidents of other colleges. However, of the four finalists presented to Pouncey, only one was an applicant. Sofield commented, "[There are] a certain number of people who think of themselves as professional administrators, and they are not always the best qualified for the job. Sometimes you have to convince people to leave other jobs." Pouncey added, "[Nominees] are not weighted [over others], but it usually turns out that way."

Acting Dean of Faculty and Professor of Economics Ralph Beals will be returning to the economics department next year, where he will continue his normal duties. Pouncey said Beals "was quite excellent" in his capacity as dean of faculty.

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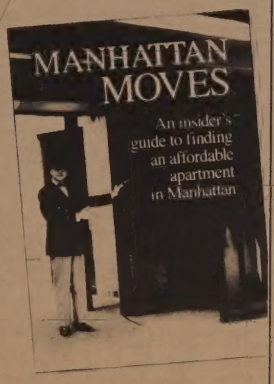

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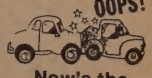

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WAMH STEREO FM
AMHERST COLLEGE AMHERST, MASS. 01002 413·542·2224

April 17, 1989

Peter Pouncey, President
Amherst College
Amherst, Mass. 01002

Dear President Pouncey,

We at WAMH would all like to thank you for having cocktails and dinner at your house Saturday night. The occasion gave both the Executive-Board members and the alumni a chance to chat about music, radio and Amherst College in general. And the delicious food was a welcome change from Valentine fare!

The weekend went very smoothly -- much better than expected, in fact. The alumni were very positive after hearing all that we have done during the past few years and offered us invaluable information and advice: everything from a suggestion of how we could improve both the quality and cost-effectiveness of our sports broadcasts, to a warning that Christian groups are starting to take advantage of an obscure FCC law that permits them to share air-time with stations that don't broadcast during the summer.

The WAMH Alumni Advisory Board plans to meet at Amherst every spring to evaluate the progress of the radio station and to help formulate long-term goals with the Executive Board. WAMH anticipates increasing the number of members on the Advisory Board in the future, as well, to include graduating General Managers and more alumni involved in the communications industry. WAMH is excited about having a rich resource in these people as experts in their respective fields and, thus, wants to develop a mechanism to sustain the quality of the Board's members. As for money, the Executive Board would like to emphasize that it didn't ask and the Advisory Board didn't offer, so there's no need to worry about the Alumni Fund coffers.

In closing, we would like to thank you once again for your part in making this weekend a success. We appreciate the sacrifice of your Saturday evening and hope that WAMH can continue to work cooperatively with your office in the future. We are all very excited about the current state of affairs here at the radio station and welcome any questions or concerns that you may have at any time.

Sincerely,

WAMH • 89.3 FM
Amherst College Radio
Box 1815 • Amherst College • Amherst, MA 01002 • (413) 542-2224

WAMH Advisory Board Inaugural Meeting
- Saturday, April 15, 1989 -

Preliminary Schedule

Friday, April 14th

5:00 p.m.-6:45 p.m.	Dinner available

Saturday, April 15th

7:15 a.m.-9:30 a.m.	Breakfast available
11:00 a.m.	Optional tour of new campus facilities. (The Campus Center and the New Gym)
12:00 - 1:15 p.m.	Lunch with station management and College officials.
1:30 p.m.	Review of station facilities and equipment.
2:00 p.m. - 3:15 p.m.	Presentations by members of the WAMH Executive Board on: - Programming - Management - Finances - Philosophy
3:30 p.m. - 5:00 p.m.	Round-table discussion of the above. We are looking for both advice and new ideas.
5:00 p.m. - 6:00 p.m.	Meeting with Kent Faerber, Secretary for Alumni Relations and Development, regarding the structure of the Advistory Board and the College's role in supporting it.
6:00 p.m.	Cocktails and Dinner at President Peter Pouncey's Residence.

Sunday, April 16th

9:00 a.m. - 10:00 a.m.	Breakfast available

WAMH Advisory Board Inaugural Meeting

- Saturday, April 15, 1989 -

You have the option of coming just for the day, arriving in the morning sometime before noon and returning in the evening, or you may come earlier and/or stay later, at your convenience.

We will make reservations for local accommodation for those nights which you wish to stay. Sometime after we receive your reply, we will send you something telling you where you will be staying, and confirming arrangements to meet you.

____ I will definitely be able to attend the meeting on April 15th, 1989.

____ My Spouse/Child/Guest _____ will accompany me.
(name)

____ I cannot confirm that I will be able to come, but I will know by _____.
(date)

TRANSPORTATION PLANS

If you come to Amherst by plane, we will arrange to pick you up and drop you off at the airport. It probably makes most sense to fly to Bradley Airport, in Hartford, CT, but if you would like to make other arrangements, that is fine with us.

____ I will be flying in to Bradley Airport (if other, specify _____)

Airline: _____ Flight No. _____ Date: _____ Time: _____

____ I will make my own arrangements to get to Amherst. I will arrive on _____
(date)

at about _____.
(Time)

ROOMING NEEDS

____ Please reserve a room for me/us as follows:

____ Friday, April 14 ____ Saturday, April 15 ____ Other day
(Please specify)

Preference: ____ Double ____ Twin

____ No reservations needed

Name: _____

Address at which to contact you if different from the one we used for this mailing:

Please complete and return to:

WAMH Radio
Attn: Timothy Rowe
Box 1815, Amherst College
Amherst, MA 01002

Box 2220 Amherst College Amherst Massachusetts 01002 413-542-2313
Telefax number 1-413-542-2042

Office of Alumni Relations and Development

KENT W. FAERBER '63
Secretary for Alumni Relations and Development

WILLIAM McC. VICKERY '57
Director of Development

Wm. RICHARD PARK '49
Director of Planned Giving

SCOTT H. WILLSON
Associate Director of Development

TIMM M. ZOLKOS
Associate Director of Development/ Reunion Giving

JUDY KARASIK
Director of Foundation and Corporate Support

HUBBARD M. SMITH '57
Director of Alumni and Parent Programs

ELIZABETH CANNON SMITH '84
Associate Director of Alumni Programs

PAULINE M. YOUNG '88
Assistant Director of Alumni Relations for Associations and On-Campus Programs

KRISTIN FOGDALL RUSH
Assistant Director of Parents and Friends Programs

May 1, 1989

Mr. Chip Galaty
General Manager, WAMH
P.O. Box 1815
Amherst College

Dear Chip:

Thanks for yours of April 24th.

You and Tim and the other members of the WAMH Executive Board deserve tremendous praise for the terrific job you did, not only with respect to the Alumni Advisory Board presentations, but with the evolution of the station as well. We have been pleased to help because all of you have helped yourselves so diligently and competently, and that is how Amherst works best. You should take seriously the unanimous agreement of Amherst's radio alumni all-stars that WAMH is in better shape than it has ever been.

Your statement of the Advisory Board mission looks good. I would circulate it to the members of the Board itself, and follow up on your request and their offer to help identify others who should be members.

In the meantime, I am sure we will keep talking, and we will be delighted to continue to help as best we can.

With warm congratulations on a terrific presentation, I am

Cordially yours,

Kent

Kent W. Faerber

KWF/kg

Radio EXPRESS

5 May 1989

Chip Galaty
Manager
WAMH
P.O. Box 1815
Amherst College
Amherst MA 01002

Dear Chip:

John Fodor (our GM) and I made it our mission at the NAB to fan out through the labyrinth of exhibits and dig up what we could in the categories of

remote equipment
tape machines
boards
other goodies we wish we had

Enclosed, the first of a wave of material you will be receiving.

Call me when you hit L.A. this summer...or anytime.

Best Regards

Tom Rounds
President

3575 CAHUENGA BOULEVARD WEST, SUITE 390 LOS ANGELES, CALIFORNIA 90068 U.S.A.
PHONE: 1(213) 850-1003 FAX: 1(213) 874-7753 TELEX: 188679

May 15, 1989

William Vickery
Director of Development
P.O. Box 2220, Amherst College
Amherst, Mass. 01002

Dear Bill,

I thank you once again for your support with regard to the WAMH Alumni Advisory Board and look forward to seeing your list of possible additions to the current membership. My summer address will be: 4366 Chevy Chase Dr., La Canada, California 91011. I can also be reached at (818) 790-9091. Thanks again.

Sincerely,

Chip Galaty
General Manager

Box 2220 Amherst College Amherst Massachusetts 01002 413-542-2313
Telefax number 1-413-542-2042

Office of Alumni Relations and Development

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Associate Director of Alumni Programs

PAULINE M. YOUNG '88
Assistant Director of Alumni Relations for Associations and On-Campus Programs

KRISTIN FOGDALL RUSH
Assistant Director of Parents and Friends Programs

June 8, 1989

Mr. Richard R. Galaty, Jr.
4366 Chevy Chase Drive
La Canada, CA 91011

Dear Chip:

Here's another name for you:

Frank G. Stisser '50
President
Sound Communications Corporation
17 Wilmot Lane
Riverside, CT 06878
(203) 637-0183

Frank's name came to our attention because his company just bought a couple of Roger Neuhoff's radio stations. He's virtually retired and might enjoy being of service to WAMH.

Hope your summer is proving to be enjoyable. We had more alumni back last weekend than ever before. The unceasing rain spared us and a good time was had by all.

Sincerely,

William McC. Vickery

WMcCV:jhr

Office of Alumni Relations and Development

June 8, 1989

Dr. Richard R. Oglesby, Jr.
4310 Cherry Grove Trail
La Canada, CA 91011

Dear Chip:

Here's another name for your

Frank O. Strasser '30
President
Sound Communications Corporation
17 Wilbur Lane
Riverside, CT 06878
(203) 637-0183

Frank's name came to our attention because his company just bought a couple of Roger Woodruff's radio stations. He's actually retired now might enjoy being of service to WKNH.

Hope your summer is proving to be enjoyable. We had more alumni back last weekend than ever before. The unseasonably rain spared us and a good time was had by all.

Sincerely,

William McC. Vickery

WMCV:jhr

22 April 1990

Dear Bill:

I just wanted to drop you a line to say thanks for all the help with the Advisory Board meeting. I'm sure we couldn't have done it without your assistance.

I think the meeting was really a success. The alumni seem to be more than willing to tackle this fundraising problem and interested in the station's progress over the next few years. Hopefully, with their help and yours, we can proceed with plans for a substantially improved WAMH.

I look forward to working with you on this project over the next year. Thanks again.

David Lapides

22 April 90

The following is a fundraising plan suggested by Bill Vickery, Secretary for Alumni Relations, after the Alumni Advisory Board meeting on 21 April 90:

1. Meet with Ed Perry to identify and price immediate needs, specifically:

   Studio/Transmitter Link & Marti
   FM Exciter
   Microphones & other essentials

   Develop a 3-year plan for other equipment replacement needs taking into consideration likely cost reductions.

2. Develop a financial plan, dividing the responibility for payment of expenses into three parts and attaching specific items to each:

College/SFC	(STL)
Alumni	(Exciter & Marti remote transmitter)
WAMH	(Microphones, etc.)

3. Circulate above plan to the Advisory Board. Ask them to take responsibility for the Alumni portion by making pledges payable over a 3-year period and by soliciting other alumni pledges.

4. Ask the College (through Mager) for a no-interest loan, then use the yearly cost of phone lines to the transmitter payed by SFC to pay off the loan over a 6 or 7-year period.

5. Use WAMH underwriting and MSU revenue to cover additional costs, such as microphones, phone links, etc.

22 April 80

The following is a fundraising plan suggested by Bill Vickery, Secretary for Alumni Relations, after the Alumni Advisory Board meeting on 21 April 80:

1. Meet with Ed Perry to identify and price immediate needs, specifically:

   Studio/Transmitter Link & Marti
   FM Exciter
   Microphones & other essentials

   Develop a 5-year plan for other equipment replacement needs taking into consideration likely cost reductions.

2. Develop a financial plan, dividing the responsibility for payment of expenses into three parts and attaching specific items to each:

   College/SPC (STL)
   Alumni (Exciter & Marti remote transmitter)
   WAHH (Microphones, etc.)

3. Circulate above plan to the Advisory Board. Ask them to take responsibility for the Alumni portion by making pledges payable over a 3-year period and by soliciting other alumni pledges.

4. Ask the College (through Mager) for a no-interest loan, then use the yearly cost of phone lines to the transmitter payed by SPC to pay off the loan over a 6 or 7-year period.

5. Use WAHH underwriting and MSU revenue to cover additional costs, such as microphones, phone links, etc.

89.3 FM WAMH 89.3 FM

AMHERST COLLEGE RADIO

October 28, 1990

Dear Claude:

Greetings from Amherst! It seems I've fallen out of the habit of contacting each of you at pretty regular intervals; I apologize for being incommunicado lately. Here's a list of the things that have kept us busy since classes resumed in September:

* Our Main Control Room (MCR) was redesigned and rewired by David Hall '91 and Michael Berry '91 over the summer and was ready to go Labor Day weekend. Unfortunately, the phone company had incorrectly relaid the lines running from Pratt to Mt. Lincoln and we couldn't get anything close to a legal signal-to-noise ratio. There was about a three week delay getting us back on the air; we've now officially learned--the hard way--how beneficial a Studio-Transmitter Link (STL) can be.

* Given this, we've stepped up our efforts to obtain an STL. At this point, the College has agreed to loan us $15,000.00 toward this end, and the Student Finance Committee (SFC) is willing to pay off the loan in semesterly installments equal to the phone bill. Furthermore, the College's Building and Grounds department has essentially taken over the proceedings for us and will be installing the STL unit within a month or so, if all goes well.

* As I mentioned in my last letter, we have implemented a system for monitoring the compact discs made available for DJs to use during their shows. It seems to be working very well, since none of the roughly 90 recently released CDs have been either taken or damaged. By the end of the semester we plan to have our entire CD collection available for the DJs.

* Ed Perry is bringing down a Marti remote transmitter unit for our sports staff to use during the Amherst-Williams football game. As he says, this is a way to tantalize us into getting at least one unit as soon as possible.

* Our intermodulation problem is, for the most part, solved. After a long series of tests and a tremendous amount of frustration, the problem turned out to be a $5.00 connector in the antenna system!

* Unfortunately our computer has completely malfunctioned; not only does the hardware seem to have some obscure technical flaw, but also the software program in which we maintained all our files and catalogs crashed. As of now we have purchased a copy of Alpha 4, a database program that the College's Computer Center personnel assures us is one of the best for our purposes. We managed to wangle a special educational discount out of the Alpha Corporation, so the database cost us only $200.00.

For the most part things are under control here. We have some big plans for the next few months, including a potential increase in our wattage in order to reach a larger audience and the aforementioned acquisition of a Marti unit to broadcast some of this season's Lord Jeffs baseball games. All of this hinges on a considerable amount of alumni support which will hopefully be provided via Bob Carson's campaign among alumni approved by the development office.

Please call me at (413) 542-2224 if you have any further questions or comments.

David Lapides '91

89.3 FM WAMH 89.3 FM

AMHERST COLLEGE RADIO

October 28, 1990

Dear Tom:

Greetings from Amherst! It seems I've fallen out of the habit of contacting each of you at pretty regular intervals; I apologize for being incommunicado lately. Here's a list of the things that have kept us busy since classes resumed in September:

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HA! (DJ-2/92)

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Please call me at (413) 542-2224 if you have any further questions or comments.

David Lapides '91

WAMH ALUMNI ADVISORY BOARD MEETING
- Saturday, April 20, 1991 -

LIST OF PARTICIPANTS

Advisors:

Robert Carson '66	Owner/President Carson Radio Services
Robert Leeder '61	Director of Central Time Zone CBS Radio Affiliate Relations
Ed Perry '63	Owner/President WATD Radio
Richard "Chip" Galaty '90	General Manager, 1989
Andrew Hicks '90	Program Director, 1989

Amherst College:

Gerald Mager	Secretary to the Board of Trustees, Registrar, WAMH liaison to the Trustees
William McC. Vickery '57	Secretary for Alumni Relations and Development
Kent Faerber '63	Secretary for Development
Jerold Johnson	Assistant Dean of Students

WAMH Executive Board:

David Lapides '91	Coordinator, Alumni Advisory Board
Robert Kwak '92	General Manager
Sara Manaugh '92	Program Director
Shana Brown '93	Music Director
David Jarman '94	Music Director
Dan Purcell '92	Chief Announcer
Luis Taveras '93	Minority Media Project and Specialty Programming Coordinator
Andrew Flurry '93	Chief Engineer
Josh Brockman '92	Production Director
Susan Padrino '94	Business Manager
Jojo Thirasilpa '94	Public Service Director
Eliza Johnson '93	Publicity and Promotions Co-Director
Bibie Wu '93	Publicity and Promotions Co-Director
Steve Edwards '93	News Director
Dan Margulis '92	Sports Director
Juan Parada '93	Fundraising Director
Kevin Leech '93	Staff Representative
Gabriella Marks '92	Staff Representative

AGENDA FOR THE THIRD MEETING OF THE WAMH ALUMNI ADVISORY BOARD

Saturday
April 20, 1991
2:00 PM

Introductions

Summary of Progress During the 1990 Calendar Year

Overview of Current Interests and Activities

- Student participation rate
- Status of transmitter package and other equipment
- Potential power increase
- Revenue and the Mobile Sound Unit
- Fundraising drive among other Alumni
- Underwriting
- Sports, News and Issues in Focus

Future Plans

- Minority Media Project and Public Service
- Capital gains and new programming options

WAMH-FM

established in 1948

Memorandum

To: Gerald Mager

From: Robert Kwak

Date: November 3, 1991

Re: Alumni Advisory Board

Attached is a copy of my latest letter to the Alumni Board. I will let you know more details about the installation, especially how long we will be delayed because of asbestos removal, when Dave Brown calls me on Tuesday. Please call me before then if you have any questions.

RDK

P.O. Box 1815 • Amherst College • Amherst, MA 01002 • (413) 542-2224

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Alumni Advisory Board Update
October 30, 1991

Thomas Rounds '58
3575 Cahuenga Blvd., West
Los Angeles, CA 90068

Dear Tom:

First, I have to apologize for the length of time since our last communication. While it must seem like WAMH has fallen off the face of the earth, the truth of the matter is that all departments of the station have been bustling with activity. The biggest news is that we finally secured the loan from the college to purchase the STL (Studio-Transmitter Link). In an agreement reached between the Student Finance Committee (SFC), the radio station, and the Comptroller, the $14,000 zero-interest loan will be paid back over seven years using the money that would have been allocated for our broadcast phone lines. Physical Plant is already at work installing the equipment and projects completion by Thanksgiving. If all goes well, we will be rid of phone lines by Winter Break. Many thanks have to go to Alumni Board member Ed Perry '63 who has been instrumental in all phases of the project.

On the subject of equipment purchases, with a combination of earnings from our money market account and the likely possibility that the STL will cost approximately $6,000 less than we expected (thank you again, Ed Perry), we should have enough capital to replace half of our aging transmitter package. However, this still leaves us with $10,000 worth of necessary purchases at Mt. Lincoln alone, not to mention a long list of expenses in the studios. To work towards some of these improvements, we have met with the SFC Treasurer and Dean of Student Activities to plot out strategies to raise this money. The list includes: a one-time charge on all student activities fees of $5 which would raise $8,500 for the station, the imposition of $5 dues for all staff members, a benefit concert for the station, alumni contributions, and appealing for a one-time grant from the college. Hopefully, we should have a coherent plan for our finances within the next few weeks and should be able to put some of them into effect by the end of the year.

In addition to financial undertakings, the department heads have been working on a variety of other projects. The highlights of which include:

-- The production of a new news talk show called **Off the Record**. Conceived and developed by our News and Public Service Directors, the show focuses primarily on issues of specific interest to the community. Topics have included an analysis of the Massachusetts primaries by a government professor at Smith College, commentary on Division Three sports, and an interview with a Amherst

alum who is becoming a successful Jazz musician. The show has both helped boost our staff of non-DJ's and hopefully will generate underwriting beginning next semester.

-- By now you should have received our new program guide. We decided that by going to the new format, we could satisfy our wishes to print both a program guide and a promotional poster, but at half the cost. The station has received an overwhelming amount of positive feedback about them in addition to free advertising, as they appear not only in dorm rooms all around campus, but also in a variety of local businesses.

-- In addition to the posters, our Publicity department has been working on a number of projects on campus, including a weekly tickets and music raffle in the campus center, co-sponsoring concert related events, and expanding our mailing list of non-college supporters.

-- Our Multicultural Music Director has begun to mail our playlist to record labels, increasing our visibility in the record industry and helping to improve the service we receive from these companies.

The above is a brief summary of the projects we have been working on over the semester. In the future, I promise to keep you informed more regularly of news and projects going on at WAMH. If you have any questions or comments, please do not hesitate write or call me at WAMH (413) 542-2224 or at home (413) 542-7960. Thank you for your interest and support.

Sincerely,

Rob Kwak
General Manager

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Alumni Board Update
December 16, 1991

Thomas Rounds '58
3575 Cahuenga Blvd., West
Los Angeles, CA 90068

Dear Tom:

As promised, the WAMH Alumni newsletter is returning to a monthly format. Since my last communication, the most important event which has occurred is the recent election of the Executive Board for the 1992 calendar year, and it gives me great pleasure to announce that Dave Jarman '93 will be assuming the position of General Manger for the upcoming year. Dave has served on the Executive Board for the past year as Music Director, and previous to that as acting Chief Engineer for the Fall, 1990 semester. I know that Dave is very excited about next year, and I'm sure that he has a number of ideas which he will begin to implement over the next few months. We already have begun discussing ways of handling our growing storage problem and are trying to revise our capital improvements strategy. As Dave assumes his new position, I will be staying on as coordinator of Alumni Board Relations through the Spring semester.

On the subject of the Board itself, in conversation with former GM Chip Galaty '90, we discussed the issue of expanding our connections with Alumni outside the Board. One initial thought was to increase our Alumni mailing list, letting more WAMF/H Alums know what's going on at their old radio station by sending them copies of the update, program guide, bumper stickers, etc. If we received positive feedback from this initial step, we could then begin to make motions towards a greater level of involvement, with the possibly of eventually increasing the size of the current Board, a consideration for the future. If you know of other alumni who might be interested in this, or have comments or other suggestion, please contact me so we can discuss the matter further.

This issue also raises the question of when are we interested in holding the next board meeting. Ideally, it would come at the same time in late April, the specific date to be finalized in the beginning of the new year. This year, I hope to give the meeting greater structure, possibly by forwarding you information to look over before the meeting, so that we maximize the small amount of time we have together.

In January, I will be contacting you individually to discuss some of the ideas presented above, as I am especially interested in your comments with regard to the Board's future goals. As always, please feel free to write me in care of the station or call me either at WAMH (413) 542-2224 or at home (413) 542-7960. Thank you and best wishes for the holiday season.

Sincerely,

Robert Kwak
General Manager Emeritus

P.O. Box 1815 • Amherst College • Amherst, MA 01002 • (413) 542-2224

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Mar. 1, 1992

Paul Steinle '61
1184 North Pitt St.
Alexandria, VA
22314

Alumni Advisory Board Newsletter
for February 1992

Dear Paul:

Now that things have settled down at WAMH and I am feeling reasonably on top of my new job, it's time to try and get the monthly alumni newsletter going on a monthly basis again.

Perhaps the biggest news comes from a recent all-student body referendum. In early February, the Student Finance Committee (SFC) proposed a one-time $5 surcharge for WAMH capital improvements on all students, which passed the student body by an almost 2-to-1 margin. Come September, this will raise approximately $8500 for the station. While "one-time" means this surcharge will not continue in future years, this will go a long way towards helping us replace the older components in our transmitter package, and is a significant load off our back.

On the subject of the transmitter package, the Studio-Transmitter Link (STL) is finally about to go on-line. After a series of delays, all the related equipment is in place, and as soon as the necessary paperwork is filed, we can finally free ourselves from our broadcast phone lines. Our thanks must be extended to Alumni Board member Ed Perry '63 who has helped us with the STL project from beginning to end.

On a related note, the STL, along with installation costs, will cost about $3000 less than expected. With the remaining balance from the $14,000 loan, we will in all likelihood purchase a new remote control (most likely a Burk Arc-16). This will be a one-piece dial-up remote, so we will be able to dispose with yet another dedicated phone line. With the additional capital improvements money, we also anticipate buying a new FM exciter and probably remodeling Room 11, currently used for storage/ dumping, into office space.

With the progressive demise of Tap (our several-times-weekly beer-soaked all-campus "party") lessening our revenues via the Mobile Sound Unit (MSU), we have started to look off-campus for gigs DJing parties and the like. Our Publicity Directors have arranged an excellent deal with a local nightclub, the Vertex (formerly Katina's), where we will DJ an alternative-music dance night every Tuesday. Not only will this bring in over $100 a week, but this will work wonders in improving our profile within the community. Our Fundraising Director has also actively pursued getting party gigs at Smith and Mt. Holyoke Colleges.

Enclosed you will find our new Program Guide Jr. While we have decided to continue with last semester's Program Poster format (and, in an added twist, we sold several blocks of ad space on the poster to area businesses), we also opted to create a second, miniaturized format which could be distributed off-campus at local cafés and coffeeshops and be bagged at area record stores. While the 6 pt. type is admittedly fairly difficult reading, this is a very cost-effective way to promote the station throughout the community.

At this point, I would like to hear from all you members of the Alumni Advisory Board: What are your feelings regarding the Alumni board meeting for this spring (probably this April)? The sentiment that Rob says he has heard so far is that we should have a less formal and less

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structured gathering this spring, which might come down to a matter of the more recent graduates hanging out in the lounge with the current E-board. At any rate, Rob and I need to find out when this is a possibility for those who would like to attend, and what degree of formality everyone would prefer. And if any of you are in touch with other WAMF/H alumni who are not part of the Alumni Advisory board, please let them know about this upcoming shindig; we'd like to expand the board if possible.

My home phone number is (413) 542-3088 if you want to get in touch with me regarding the meeting or any other topic. Rob's number is (413) 542-7960 if you would also like to get in touch with him. Or, if you'd rather, call the station at (413) 542-2224 and leave a message or try to find me during my office hours, M-F 4-5. That's all for now; Rob and I will try and notify you in about a month what the plan is. Thanks for your concern and support.

Sincerely,

David Jarman
General Manager

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Ed Perry '63
WATD Radio
130 Enterprise Dr.
Marshfield, MA 02050

Alumni Newsletter for March 1992

Dear Ed,

This Alumni newsletter begins on a tragic note — during Spring Break, someone broke into the station (evidently through a door left unlocked by a DJ) and stole about $1500 worth of equipment, including a Nakamichi tape deck, a CD player, a turntable, and the beloved Proton from the lounge.

Needless to say, the College's $75,000 deductible didn't cover us, and since we weren't quick-witted enough to burn down Pratt upon discovering the theft, we wound up paying for replacements — luckily, the Student Finance Committee looks like it will be helping us shoulder the burden. We've taken some steps in the wake of this theft; we obtained a more secure lock for the door, will be getting cabling systems to restrain our equipment and also a motion detector for extended off-air periods, and we have also begun to look into getting some sort of insurance coverage, although most of our equipment has depreciated so much that it's not really looking worthwhile.

On a lighter note, the Annual Alumni Board meeting will be held April 25 (the Saturday after Easter) in the lovely Porter Lounge in Converse Hall on the Amherst College campus. We're aiming for about 1 p.m. It will be basically the same format as last year, though hopefully a little more low-key. Confirm with either me (413-542-3088) or Rob (413-542-7960) or with the station's answering machine (413-542-2224) if you're planning on attending, or definitely planning on not attending, or if you need any more information or anything like that. Hopefully we'll see you all on the 25th; until then, thanks for your support.

Sincerely yours,

David Jarman

David Jarman

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Chip Galaty '90
1333 N. Franklin Pl. #15
Milwaukee, WI 53202

Alumni Newsletter for May 1992

Dear Chip,

As usual, the station will be off the air for the duration of summer. Three of our regular DJs, Evan O'Sullivan '93, Ben Lee '94, and Missy Roser '94, will be there to take in the mail and answer the phones. If you need to get in touch with me over the summer, I will be sitting around the house in Oregon, mostly preparing for my GRE. My home phone number is (503) 753-8258.

Much thanks should go to Ed Perry '63, for thanks to his efforts we finally have a bouncing baby STL, on-line after a considerable gestation period. Our signal is noticeably improved in clarity and strength, and, additionally, we are no longer dependent on our expensive and crackly phone lines.

The alumni advisory board meeting was basically very low-key, especially considering that, due to a variety of illnesses and other engagements ranging from awards ceremonies to having to go to work, it was just Chip Galaty '90. At any rate, some productive matter came out of the meeting — Chip suggested that we work on having the older members of the board serve in more of a mentoring position, offering advice to the various departments (and he suggested that we look to expanding the board beyond AMH/AMF alumni to those who are successful in the news or sports or publicity fields...), while he wished to work on recruiting more recent graduates, not necessarily former GMs but all sorts of ex-jocks for reuniting at, for instance, Homecoming, and talking about more day-to-day operations and basically swapping stories. Obviously, nothing is set in stone here; I'll talk more about changes when/if they happen.

With the money graciously allotted to us by the student body in a referendum in February, we plan on making some radical modifications on the station this summer. Our professional engineer, Dan Ferraira, will be installing a new Burk Arc-16 remote control (which is a digital dial-up, freeing us from yet another dedicated phone line), and a new 8-track mixing console, to replace our current one, which is basically on its last legs. This will, of course, cost bucks, so [pandering mode on] remember that, though the board has basically turned into an advisory body, it was formed 4 or 5 years ago as a fundraising project... so if y'all are feeling generous, you know where to find us. [p.m. off]

Until October, thanks for your support.

Sincerely yours,

David Jarman
general manager

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